



## COUNTY OF SAN LUIS OBISPO Department of Agriculture/Measurement Standards

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### Ag Tourism & Direct Marketing Work Group November 30, 2005 Meeting Minutes

#### Present:

|                  |                  |              |                  |
|------------------|------------------|--------------|------------------|
| Anne McMahon     | Doug Filipponi   | Jamie Kirk   | Roy Parsons      |
| Colleen Childers | Duane Waddell    | Joy Barlogio | Karen Nall       |
| Deanne Gonzales  | Elizabeth Rolph  | Kim Pasciuto | Michael Isensee  |
| Debra Garrison   | Eric Michielssen | Mary Bianchi | Brenda Ouwerkerk |

#### Absent:

Charlie Whitney, Dick Rogers, Holly Sletteland, Karen Mansfield, San Miguel Advisory Council Rep., Steve Sinton

#### **Introduction of New Members (Brenda)**

Duane Waddell, owner of Swallow Creek Ranch and Eric Michielssen of Clark Valley Farm (alternate for MaryAnn Vasconcellos) introduced themselves.

#### **Minutes Review (Michael)**

Minutes of Nov 16, 2005 meeting were reviewed and no changes were made. The group agreed that posting the approved minutes to the SLO County Ag Dept web site was appropriate ([www.sloag.org](http://www.sloag.org))

#### **Roster Review (Michael)**

The existing roster was passed out for review and corrections. It was agreed that a final roster of names, the areas and business/organization/agency they represent would be posted to the SLO County Ag Dept web site.

#### **Board Authorization (Brenda)**

The staff report for the August 16, 2005 Board of Supervisors authorization to process changes to the Inland Land Use Ordinance in order to implement AG Policies 6 (Retail Commercial and Visitor Serving Uses) and 31 (Recreational Uses on AG Land) was passed out and discussed.

#### **Vision, & Values (Brenda)**

Discussion of values that the group shares and will use when considering a discussion of specific uses, the scale of uses, and the appropriate regulatory format to ensure the values are represented, balanced, and ultimately implemented.

#### AGREED UPON SHARED VALUES

"It is important to..."

1. Bring People to Agriculture (experience and education on farms & ranches)
2. Bring Agriculture to People (marketing & selling products)
3. Protect the economic sustainability of SLO County Agriculture
4. Protect agricultural resources and operations, natural resources, public health and safety, and the county's rural character

-A draft definition of agriculture was discussed

"the growing and processing of food, fiber, and ornamentals"

#### **Special Events/Temporary Events draft standards (Karen)**

- Board-directed effort by County Tax Collector, Planning, Sheriff, Fire, Public Works & Environmental Health to address large events (e.g. outdoor symphony events).

- Process has resulted in creation of a draft of two new standards (*Special Events* and *Public Assembly and Entertainment*) as well as draft changes to existing the *Temporary Event* standard.
- Group reviewed these draft standards and made some suggestions.
- Individuals were welcomed to submit comments (preferably within the next week following the meeting).
- Planning staff (Karen) provided assurance that the work group could make later revisions to the standards to address AgTourism activities.
- An alternative that was also suggested was to create a standard for events related specifically to agtourism and direct marketing.

## Defining AgTourism (Brenda)

-suggestion to consider uses based on characteristics, such as  
 agriculture only - agriculture plus - farm and ranch related - events

### OPTIONS

1. Agritourism is a offering by someone of an agriculturally related product or service on an agricultural site to the public for profit/commercial purposes.  
 -Offered as a neutral, unconstrained definition to be a starting point. Allows group to define each word in crafting an ordinance and definitions.
2. Ag-related accessory uses that are subordinate to growing of crops or raising of livestock to bring the public to the farm
3. Agritourism activity is “any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, ranching, historic, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity (North Carolina definition related to Agritourism Activity Liability, House Bill 329)
4. “Agritourism” shall mean an enterprise located at a working farm, ranch, or other agricultural operation or agricultural plant/facility conducted for the enjoyment and education of visitors, guests or clients that generates income for the owner/operator. Agricultural tourism refers to the act of visiting a working farm/ ranch or to any agricultural, horticultural or agricultural operation for the purpose of enjoyment, education or active involvement in the activities of the farm/ranch or agricultural operation that also adds to the economic viability of the agricultural operation. (Calaveras County)
5. A secondary and incidental business conducted by a farmer or rancher to promote the products of the agricultural operation and generate additional farm income to supplement income from the primary agricultural use of the site.

### REVISED AND SELECTED OPTION

**A supplementary business conducted on a farm or a ranch to directly market products and experiences of the agricultural operation to generate additional income that supplements that of the primary agricultural use of the site.**

Recommended changes to discuss at next meeting

**A supplementary business conducted on a farm or a ranch in order to directly market the products and experiences of the agricultural operation, supplement the primary agricultural use of the site, and generate added income.**

## Upcoming Schedule

- Decision: Future mtgs to be held on 2nd & 4th Tuesday @ 6:30 unless otherwise announced. Locations TBD
- Tuesday, January 10, 2006, 7:00-9:00 PM, UC Cooperative Extension Auditorium, 2156 Sierra Way, SLO
- Tuesday, January 24, 2006, 6:30-8:30, Community Room at new Sheriff's Substation, 350 N. Main, Templeton

## Work Group Homework

- Review info in binder, including definitions of bed & breakfasts and farm stands.
- Check web site [www.sloag.org](http://www.sloag.org) for information on state farm stay law and other info.
- Review draft definitions of AgTourism (listed above) to finalize working definition on Jan 10.

Submitted by Michael Isensee, Dec. 13, 2005